

International Seminar on

## Positive Business Perspectives during the times of COVID

Entrepreneurship / Changing trends / Business Sustainability

on Sat 24 April 2021, 9am to 3pm

# OPPORTUNITY

### ESTEEMED SPEAKERS



Sanjay Baskaran



Girish Vasudevan



Dr. Subashini Ramaswamy



Tara Naidu

#### Themes:

Entrepreneurship Opportunities during COVID  
Changing Trends in COVID times  
Impact of COVID on Business Sustainability

#### Organized by:

School of Management, CMR University

#### In association with:

CMR Group of Institutions, Bangalore and  
Karnataka Management Association (KMA)

**International Seminar** on “Positive Business Perspectives during the times of COVID -  
Changing trends / Entrepreneurship / Business Sustainability.”

**On Sat 24 April 2021, 9AM to 3PM (Online)**

Organized by the **School of Management, CMR University**

In association with **CMR Group of Institutions, Bangalore  
And Karnataka Management Association (KMA)**

### ABOUT THE SEMINAR

The COVID pandemic has devastated economies and ravaged wealth creation across the world. But there is a way to convert every threat into an opportunity, if only one thinks imaginatively. Segments like home entertainment, telecom, online retail and related logistics, healthcare, and everyday consumer non-durables remain in decent health. Opportunity abounds in entrepreneurship and job creation. The coronavirus outbreak is an opportunity for India to fill in the global shortage of materials supplied by several Chinese companies. Global supply chains have been disrupted and this has given an opportunity for local businesses to scale their operations and fill the void. The global market is looking for alternatives to China to meet their demands and countries can grab this opportunity. India has been getting queries from the EU and the US for textiles, home ware, ceramic tiles, engineering goods, and furniture from customers seeking to replace Chinese suppliers. There is also a need for ensuring Business sustainability since COVID has impacted many businesses negatively.

# DISTINGUISHED SPEAKERS

## Sanjay Baskaran

**Topic: “Positive Business Perspectives during the times of COVID”.**  
**Time: 9.15 am**

Sanjay Baskaran is based in Dallas, USA. He was the CEO of One Technologies, USA. He is a Venture Capitalist, Technology Investor, and a Board Member at Michigan State University – Eli Broad College of Business. Formerly, he worked with Amazon, USA. Sanjay completed his MBA in Marketing & Supply Chain from Michigan State University and is a prolific speaker.



## Girish Vasudevan

**Topic: “Changing Business trends in COVID times”**  
**Time: 9:55 am**

Girish Vasudevan is the Global Client & Business Development Executive at IBM and has worked at IBM locations worldwide in Sales Operations and CRM. Girish has an MBA from Bharathidasan Institute of Management.



## Dr.Subashini Ramaswamy

**Topic:” Entrepreneurship opportunities during COVID “**  
**Time : 10:35am**

Dr. Subashini Ramaswamy is the CEO of Rareminds - Creating learning cities and is on the Board of Directors at several companies. She has transformed more than 10,000 individuals by upskilling them through 30+ NGOs across South India and provided employment. She has a PhD in Education, MBA in Systems, MBA in Marketing & Advertising.



## Tara Naidu

**Topic: “Impact of COVID on Business Sustainability”**  
**Time: 11:15am**

Tara Naidu is the Chief of Commercial, Air India Express. She has over 30 years of Aviation experience including overseas stints in USA and UK. She has experience in Revenue Management, Network Planning, Pricing, Sales and Marketing, She is an MBA from NMIMS.



# PANEL DISCUSSION MEMBERS

## Dr. Harold Andrew Patrick

Dr. Harold Andrew Patrick is a qualified Industrial & Organizational Psychologist, Professor and Dean - Academics at Jain (Deemed-to-be-University), CMS Business School, Bangalore. He worked earlier at Infosys Leadership Institute and a long stint at Christ University, Bangalore. He has a PhD in Industrial Psychology from Bangalore University and has published over 70 articles in national & international journals.



## Mrs. Usha Jamadagni

Mrs. Usha Jamadagni, Managing Director, Accenture, is an out-and-out people's person. A Mrs. India 2018 finalist, Jamadagni embodies confidence. She is featured in Shenomics #100 mindful women in India series. Apart from being a global leader in the Software services domain, she is a motivational speaker, career counselor, moderator, and panelist in various events.

## Mr. Pankaj Mishra

Mr. Pankaj Mishra is Technical Leader with over 14 years of IT experience including stints at Europe & US. He is a Business transformation enabler helping customers migrate to Cloud, a passionate singer, and a certified Business Storyteller. He was invited by The Carnegie Mellon University to help students prepare their project pitch using storytelling techniques.



## Mr. Krishna Kumar

Mr. Krishna Kumar is the Senior Solutions Architect and Client Account Manager at IBM India South Asia, Bangalore. He is a certified SCRUM Master and SAFE agilest. He is an Alumni of CMR Institute of Management Studies and completed his MBA in HR & Marketing. He Volunteers for REDS in poverty alleviation programs.

# PROGRAMME SCHEDULE

TIME		DISTINGUISHED SPEAKERS
9:00AM	Opening Remarks	<b>Dr. R. Suganth.</b> Dean-SOM, CMRU
9:15AM	Keynote Address	<b>Sanjay Baskaran</b> Venture Capital and Technology Investor Dallas, USA
9:55AM	Changing Trends In Covid Times	<b>Girish Vasudevan</b> Global Client Development Executive, IBM ASEAN.
10:35AM	Entrepreneurship Oppurtunities	<b>Dr. Subashini Ramaswamy</b> CEO of Rareminds
11:15AM	Business Sustainability	<b>Tara Naidu</b> Chief of Commercial, Air India Express, mumbai
11:55AM	Break	
01:00PM	Panel Discussion Moderator: <b>Dr.Suja Bennet</b> Dean Academics CMR University	<ul style="list-style-type: none"> <li>• <b>Usha Jamadagni, MD,</b> Accenture</li> <li>• <b>Dr.Harold A.Patrick,</b> Dean CMS Business School</li> <li>• <b>Pankaj Mishra,</b> Transformation Architect, TCS</li> <li>• <b>Krishna Kumar,</b> Senior Solutions Architect, IBM</li> </ul>
02:30PM	Vote of Thanks	Prof. Jacob Thomas
02:35PM	Valedictory	Prof. Mohan Cherian

## PATRONS

**Sri. K.C. Ramamurthy IPS (Rtd.) Member of Parliament, Rajya Sabha**  
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School of Management, CMR University

**Prof. Mohan Cherian**  
School of Management, CMR University

## ORGANIZING COMMITTEE

- Dr. Om Prakash. C
- Prof. Soumya Narayan
- Dr. Anitha. B
- Dr. Anjana Kenath
- Dr. Shamal.S

Please register with the google form link given below to get the online invite to join the International Seminar. All registered participants will receive e-certificates of participation.

<https://forms.gle/gvN2zGf8qczdsBa3A>

## CONVENORS

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## ABOUT CMRU

CMR University is located in Bangalore, the Garden city and Silicon Valley of India. CMR University is an upcoming university with focus on promoting inter-disciplinary education for sustainable development. The University is promoted by CMR Jnanadhara Trust, a unique education conglomerate based in Bangalore, India that offers a wide range of courses from the Montessori / Kindergarten level to Post Graduate and PhD programmes. Nearly 35 thousand students from more than 50 countries are part of CMR institutions. CMRU is also a signatory to PRME. CMRU's School of Management offers Undergraduate, Postgraduate, Doctoral and Executive Programmes in Management. The School has partnerships with number of international organizations including IUSDRP and ISAE, Brazil.

[www.cmr.edu.in](http://www.cmr.edu.in)

### BAGALUR CAMPUS

Off Hennur-Bagalur Main Road, Chagalatti  
Bengaluru 562149, Karnataka, India

### OMBR CAMPUS

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### CITY CAMPUS

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HRBR Layout, Kalyan Nagar,  
Bengaluru 560043, Karnataka, India

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